

WATER SHORTAGE

Outreach Update



Education Program

- “Be Water Smart” kits and information sent to 503 schools
 - Miami-Dade, Broward, Palm Beach, Monroe, Lee, Collier, Hendry, Okeechobee, Martin Counties
- Water Conservation Contest
- “Newspapers in Education” Program

Media Campaign Update

(Two Month Recap)

- Total TV/Radio Spots Aired: 3,156
- Target Audience: Adults 25+
 - Miami/Ft. Lauderdale: 53% of target reached 9 times
 - West Palm Beach: 80% of target reached 26 times
 - Ft. Myers/Naples: 99.7% of target reached 22.5 times
- Changing message to focus on severity of conditions
 - “Wasting Water is a Crime! Are you Guilty?”

The Survey Says ...

- **400 random sample surveys from Palm Beach, Broward, Dade, Monroe, Collier and Lee counties**
- **Results will have 95% level of confidence with a margin of error of +/- 5%**
- **Survey being conducted by Dr. Jay Rayburn, Florida State University**
- **Survey is measuring the awareness of the water shortage issue, current restrictions and the outreach campaign effectiveness**
- **Survey began Sunday evening and approximately half of the 400 surveys have been completed**

Unmet Needs: Outreach

■ Media Buy (2nd Qtr)	\$400,000
■ Radio, TV, Billboards, Minority Media	
■ Printing, PSA Production Costs	120,000
■ Water Conservation Handouts	15,000
■ Rain Gauges, Flow Restrictors, etc.	
■ Education Campaign Award	54,000
■ Newspapers in Education Program	30,000
■ Survey	10,000
■ Extra Duty Law Enforcement Sweeps	40,000
■ Enforcement Supplies (District)	2,000
■ Printing of Tickets	10,000
TOTAL	\$681,000